



WCNC  
1001 Wood Ridge Center Dr.  
Charlotte, NC 28217-1901

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

## Contract # 841527

**Schedule Dates** 09/07/12-09/15/12  
**Advertiser** Pat McCrory for NC Governor (26626)  
**Agency/T-Code** Smart Media Group (7611)/788239874  
**Product** Political - State Governor (1177)  
**Brand** 907916 REPUBLICAN NC GOV (173661)  
**Salesperson** Nesci, Mark (3195)  
**Sales Office** HRP - Washington DC  
**Buyer Name** HANLEN,LINDSAY  
**Phone/Fax** (919) 424-7128 /  
**CPE** MCCRO/ORDR/907916  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Weekly/Irregular  
**Comments** MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

**Date Entered** 07/10/12  
**Last Modified** 09/10/12  
**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #** 06218824  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,945.25  
**Net Total** \$16,689.75  
**Sales Tax**

## Charlotte (WCNC) (WCNC)

By Broadcast Month	Spots	Rate
Sep. 2012	30	\$19,635.00
<b>Grand Total:</b>	<b>30</b>	<b>\$19,635.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/07/12-09/14/12	4	:30	11P- 11:34P (ET)						1			2	\$515.00	\$1,030.00	Charlotte (WCNC) (WCNC)	LATE NEWS	7/10/12
2.0	Normal Line / SPOT	09/07/12-09/14/12	4	:30	11:34P- 12:37A (ET)						1			2	\$200.00	\$400.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
3.1	Normal Line / SPOT	09/07/12-09/07/12	3	:30	6:30P- 6:59P (ET)						2			1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	8/29/12
3.1.1	Closed Preempt	09/07/12															Charlotte (WCNC) (WCNC)	I-NA on Entry/Exception - ONLY 1 BREAK IN TIME PERIOD	
4.0	Normal Line / SPOT	09/07/12-09/14/12	4	:30	6:59P- 7:30P (ET)						1			1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)	JEOPARDY	7/10/12
4.0.1	Closed Preempt	09/14/12															Charlotte (WCNC) (WCNC)	I-No Avail/Spot -	
5.0	Normal Line / SPOT	09/07/12-09/14/12	4	:30	6:58A- 9A (ET)						1			2	\$360.00	\$720.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
6.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	10P- TBA		1								\$2,500.00		Charlotte (WCNC) (WCNC)		7/10/12
6.0.1	Closed Preempt	09/10/12															Charlotte (WCNC) (WCNC)	S/I-Program Change/Exception - GRIMM	
7.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	11P- 11:34P (ET)		1							1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)	LATE NEWS	7/10/12
8.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	11:34P- 12:37A (ET)		1							1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
9.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	6:59P- 7:30P (ET)		1								\$630.00		Charlotte (WCNC) (WCNC)	JEOPARDY	7/10/12

## CONFIRMATION CONTRACT

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9.0.1	Closed Preempt	09/10/12															Charlotte (WCNC) (WCNC)	I-No Avail/Spot -	
10.1	Normal Line / SPOT	09/10/12-09/10/12	4	:30	6:58A- 9A (ET)		2							2	\$360.00	\$720.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	8/29/12
11.0	Normal Line / SPOT	09/08/12-09/15/12	4	:30	7:58P- Harrys Law							1			\$630.00		Charlotte (WCNC) (WCNC)		7/10/12
11.0.1	Closed Preempt	09/08/12															Charlotte (WCNC) (WCNC)	S/I-Program Change/Exception - GRIMM	
11.0.2	Closed Preempt	09/15/12															Charlotte (WCNC) (WCNC)	S/I-Program Change/Exception - 8-10P THE VOICE	
12.0	Normal Line / SPOT	09/09/12-09/09/12	3	:30	6:30P- 7P (ET)								1		\$630.00		Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
12.0.1	Closed Preempt	09/09/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception - NO BREAK, NFL STARTS 658P	
13.0	Normal Line / SPOT	09/09/12-09/09/12	4	:30	8A- 9A (ET)								1	1	\$470.00	\$470.00	Charlotte (WCNC) (WCNC)	SUN TODAY	7/10/12
14.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	11:34P- 12:37A (ET)					1				1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
15.0	Normal Line / SPOT	09/13/12-09/13/12	3	:30	6:30P- 6:59P (ET)					1				1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
16.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	6:58A- 9A (ET)					1				1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
17.1	Normal Line / SPOT	09/13/12-09/13/12	5	:30	7:30P- 7:58P (ET)					2					\$696.00		Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	8/29/12

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
17.1.1	Closed Preempt	09/13/12															Charlotte (WCNC) (WCNC)	I-No Avail/Spot -	
17.1.2	Closed Preempt	09/13/12															Charlotte (WCNC) (WCNC)	I-No Avail/Spot -	
21.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	11P- 11:34P (ET)				1					1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)	LATE NEWS	7/10/12
22.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	11:34P- 12:37A (ET)				1					1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
23.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	6:58A- 9A (ET)				1					1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
24.0	Normal Line / SPOT	09/14/12-09/14/12	5	:30	7:30P- 7:58P (ET)						1				\$695.00		Charlotte (WCNC) (WCNC)		8/2/12
24.0.1	Closed Preempt	09/14/12															Charlotte (WCNC) (WCNC)	S/I-Per Manager/Spot -Wrong rate at section level	
25.0	Normal Line / SPOT	09/10/12-09/10/12	5	:30	7:30P- 7:58P (ET)		1								\$695.00		Charlotte (WCNC) (WCNC)		8/2/12
25.0.1	Closed Preempt	09/10/12															Charlotte (WCNC) (WCNC)	I-No Avail/Spot -	
26.1	Normal Line / SPOT	09/13/12-09/13/12	4	:30	11P- 11:34P (ET)					2				2	\$515.00	\$1,030.00	Charlotte (WCNC) (WCNC)		8/29/12
27.1	Normal Line / SPOT	09/13/12-09/13/12	4	:30	6:59P- 7:30P (ET)					1					\$630.00		Charlotte (WCNC) (WCNC)		8/31/12
27.1.1	Closed Preempt	09/13/12															Charlotte (WCNC) (WCNC)	I-No Avail/Spot -	
30.2	Normal Line / SPOT	09/12/12-09/12/12	4	:30	6:59P- 7:30P (ET)				2						\$630.00		Charlotte (WCNC) (WCNC)		8/31/12

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30.2.1	Closed Preempt	09/12/12															Charlotte (WCNC) (WCNC)	I-No Avail/Spot -	
30.2.2	Closed Preempt	09/12/12															Charlotte (WCNC) (WCNC)	I-No Avail/Spot -	
31.1	Normal Line / SPOT	09/12/12-09/12/12	4	:30	7:30P- 7:58P (ET)				1						\$515.00		Charlotte (WCNC) (WCNC)		8/31/12
31.1.1	Closed Preempt	09/12/12															Charlotte (WCNC) (WCNC)	I-No Avail/Spot -	
32.1	Normal Line / SPOT	09/11/12-09/14/12	3	:30	6:59P- 7:30P (ET)	3		X	X	X	X			3	\$1,260.00	\$3,780.00	Charlotte (WCNC) (WCNC)		9/10/12
33.1	Normal Line / SPOT	09/11/12-09/14/12	3	:30	7:30P- 7:58P (ET)	3		X	X	X	X			3	\$1,395.00	\$4,185.00	Charlotte (WCNC) (WCNC)		9/10/12
34.0	Normal Line / SPOT	09/11/12-09/11/12	4	:30	10P- Parenthood			1							\$1,260.00		Charlotte (WCNC) (WCNC)		9/7/12
34.0.1	Closed Preempt	09/11/12															Charlotte (WCNC) (WCNC)	S/I-Per Manager/Spot -	
35.0	Normal Line / SPOT	09/12/12-09/12/12	3	:30	7:58P- The Voice				1					1	\$1,620.00	\$1,620.00	Charlotte (WCNC) (WCNC)		9/7/12
36.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	9A- 10A (ET)	1			X	X	X			1	\$180.00	\$180.00	Charlotte (WCNC) (WCNC)		9/10/12
37.0	M/G For 34.0.1 / SPOT	09/12/12-09/12/12	4	:30	10P- 11:01P (ET)				1					1	\$1,080.00	\$1,080.00	Charlotte (WCNC) (WCNC)	NBC PRIME	9/10/12

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Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments: